

ADVERTISING OR PROMOTION

In recognition of the opportunities available to the district to obtain personal property or funds to support the district's goals and programs through donations and/or advertising or promotions, the district may accept advertising or promotional materials, or donations of property containing an advertisement or promotion, in accordance with the procedures and criteria set forth below:

I. ACCEPTANCE OF ADVERTISING OR PROMOTIONS

The district, its schools, organizations, employees or agents, in compliance with administrative procedures, may solicit or accept advertising or promotions, and may display or announce such advertising or promotion on district property, equipment or materials, or in district publications or at district events, if the acceptance of such advertising or promotion benefits the district by furthering district goals, enhancing the educational process, or by providing a savings to district taxpayers.

Any such advertising or promotion shall be designed and presented so as not to interfere with or detract from the goals of the district or the educational process.

The design or content of all advertising or promotion will be reviewed by the district administrator, or his/her designee, who will have the authority to approve the advertising or promotion, establish fees if applicable, or will refer the advertising or promotion to the Board of Education for their review.

II. RESTRICTIONS

No advertising or promotion for any alcoholic beverage, tobacco product or other harmful substance shall be accepted for any district property, organization, publication or event.

III. DISCRETION OF DISTRICT

The district reserves the right to refuse any advertisement or promotion which does not comply with the policy. The district may also set forth other requirements or conditions for acceptance of any advertisement or promotion to protect or promote the interests of the district and they shall be approved at the discretion of the District Administrator or designee.

ADOPTED: October 26, 2015

REVISED:

LEGAL REF.:

CROSS REF.: Policy DFC – Grants and Gifts from Private Sources
Policy KFD – Sponsorships

REVIEW DATE: October 26, 2015